



## Frances Caille

---

*Vice President  
J.D. Power and Associates*

Frances Caille is Vice President, Strategy and Planning at J.D. Power and Associates. She is responsible for identifying, evaluating, building and implementing new business opportunities that drive revenue and NOI growth, and expanding J.D. Power's brand presence across the markets served by the company.

Prior to joining J.D. Power and Associates in 2010, Ms. Caille was vice president of marketing research and planning at Mitsubishi Motors. She was responsible for the company's marketing planning and strategy, advertising, promotions and interactive. She also managed all research functions, including focus groups, product clinics, buyer and shopper surveys, data analysis and reporting. During her 22 years at Mitsubishi, Ms. Caille served in various positions, including vice president of business strategies and vice president of sales operations.

Ms. Caille received a bachelor's degree from Scripps College in Claremont, California, and an MBA from the University of California, Irvine.